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**PRESS RELEASE**

*for immediate release*

**ERICKSON INTERNATIONAL EXPANDS WITH ADDITION OF KEY PERSONNEL**

**Rapid Growth of ASWF Brand Continues with Industry Veterans Joining New Venture**

Erickson International, Las Vegas based manufacturer of American Standard Window Film (ASWF), continues aggressive expansion with additions to management team.

Chris Welker and Lewis Pitzer bring a combined forty - five (45) years of window film industry experience as they join the management team of Erickson International. Mr. Welker will head up sales efforts in North America in the position of National Sales Manager as Mr. Pitzer lends support to growth opportunities in the position of Special Projects Coordinator.

In a career spanning twenty - four (24) years with Performance Films Distributing, Chris Welker progressed from a position as a shipper, a summer job taken as a high school student, to the Sales Manager for a twelve state region. Mr. Welker earned a B.S. in Business and Accountancy from Wake Forest University while continuing to work for the window distributor during summer and holiday breaks.

With twenty - one (21) years of experience focusing primarily on the multiple applications of window films in the architectural market, Mr. Pitzer will focus on assisting ASWF dealers in the growth of their business. Mr. Pitzer earned a B.S. in Marketing Management from Virginia Tech.

